



Winston-Salem, N.C. 27102  
919-741-5000

DM-87-D

AUG 13 1990

August 7, 1990

TO ALL DIVISION MANAGERS:

SUBJECT: STERLING DISPLAY UNITS/SEMI PERMANENT FLOOR BASE  
AND SPECIAL 40-PACK VPR DISPLAY

To assist you in making your direct account and carton outlet presentations, attached are photos of the two display units that will be utilized during the STERLING introduction.

The semi-permanent floor base display will come to you packed two per case, including the point-of-sale, header card, and B1G1F danglers. This display will be shipped with your point-of-sale materials during the week of September 10, 1990.

The STERLING Special 40-Pack VPR Shipper display will be delivered packed flat in a case containing 25 displays with pack VPRs included. A draft copy of the 40-pack display assembly instructions are included to give you an advance idea of how the unit will be put together to look like the picture.

Your initial 40-pack VPR display allocations will be drop shipped to you between August 24, 1990, and September 7, 1990. Depending on display manufacturing completion, you may receive multiple shipments of your display allocation.

Please contact your regional sales manager for allocation information.

Good Selling!

R. J. REYNOLDS TOBACCO COMPANY

M-1

Attachments

"We work for smokers."

51846 7534